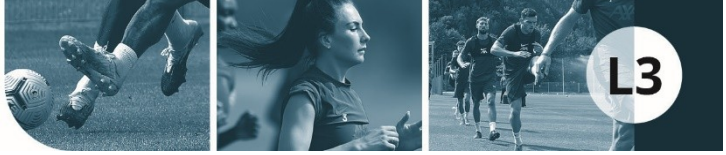
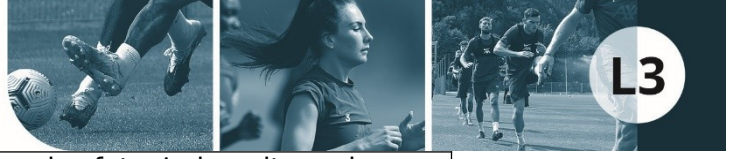


BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and title	**Unit 5: Self Employment in Sports & Physical Activity**
Learning aims	B: Design a strategy for self-employment in the sports fitness and outdoor activities industry. C: Present and review the feasibility of the self-employment strategy
Assignment title	Assignment 2 – Strategic planning for self-employment in the sport, fitness and personal training industry
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	As an assistant trainer to a full-time self-employed trainer you need to develop a business plan for yourself to plan a career in the sports and physical activity industry. You must create a self-employment strategy to present to your lead trainer including which of the opportunities are the most appropriate for you as an individual. The strategy has to include a business plan and a review of the feasibility of the plans for the employment pathway.

Task 1	You need to create a strategy document or presentation which fully assesses the strategy for the self-employment opportunities and the business plan to support the most appropriate opportunity for you in a self-employed role. To do this you must complete the following: ***Assess*** sources of finance, legal and financial legislation and regulations related to self-employment. You must create a strategy document in which you will ***Explore*** the sources of finance and legal aspects in relation to working in the self-employed industry: - Banking, Small loans, Grants, Crowd sourcing, Donations and Angel investors To ***Assess*** and ***Explore*** the sources of finance and legal aspects you need to identify the different aspects, describing the main features of each whilst giving some basic examples of each using research, where appropriate. Within the strategy document you must ***Assess*** the financial aspects of self-employment by describing what each of the following are: - Tax, Legislation relating to working with



customers, Health and safety, Indemnity and insurance, Registration in professional bodies/organisations, Standards and codes of conduct, Disclosure and Barring Service checks and also Local and international guidelines on developing fitness or welfare products and services

Within the document can you ***Describe/Explain*** how profit and loss is managed at various points within the process of working in a self -employed role in the sports and physical activity industry? To do this you must ***Describe/Explain*** the positive and negative financial implications that relate to the following areas:

- start up
- operating costs
- revenue
- gross profit
- net profit
- break-even

Within the document you must ***Describe / Explain*** the projected cash flow within the opportunities you have identified. You need to break down what each aspect of the cash flow process is and identify how this relates to the opportunities you have outlined earlier, making sure you comment on the financial opportunities available within the career pathway outlined. The areas to be covered include:

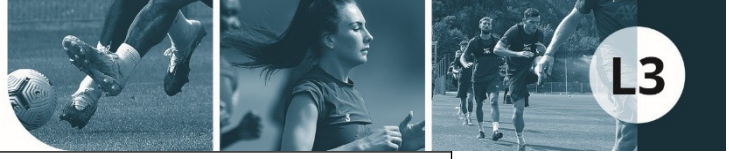
- cash flow, capital, sales, loans, purchases, repayments, costs and forecasts

The document must contain specified business plan aspects as stated below. Within this part of the strategy you need to ***Describe/Explain*** the key areas of an appropriate self-employed business opportunity

- Executive summary
- Concept and unique selling point
- Type of ownership
- Market summary
- Customer target group and customer profiles
- Competition analysis:

To assess the ***Feasibility*** of the business opportunity it is important to assess how the business could be financially productive and assess the different methods of how to assess how realistic the business opportunity is. You must identify how successful or unsuccessful each opportunity could be by assessing what the positives and negatives of each business opportunity and then creating a conclusion on which is more feasible than the others. You can support this through the use of surveys, focus groups and questionnaires which will back up your business plans feasibility.

- Financial plans and projections



- Resources
- Risks
- Stakeholders:
- Timescales
- Sales plan: where to offer services or materials
- CV
- Marketing plan
- promotional materials marketing mix, schedule of promotion and method of distribution
- Customer and client satisfaction

To finalise the strategy / business plan document you need to ***Assess*** the different strategies for dealing with customer issues and complaints, managing welfare and safety and ways of checking for customer satisfaction. You need to assess what issues you may come across and then ***Explain*** the key methods which will help you overcome these issues effectively.

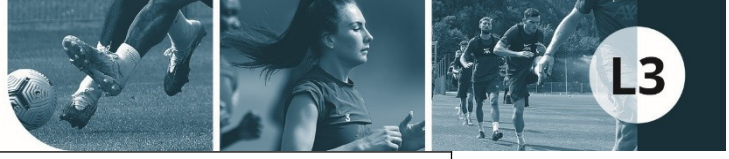
Overview

To achieve a ***Pass*** grade, you will need to outline all the aspects above developing a self-employment strategy and business plan that is feasible. To do this you must identify the basic principles of the strategy, stating key aspects and how they would potentially be successful or not.

To achieve a ***Merit*** grade, you will need to develop a ***detailed*** self-employment strategy and business plan which is feasible and has been ***clearly supported*** by market research. This will need you to breakdown the different opportunities and identify the key aspects of each relating to the possibilities of the business plan being successful.

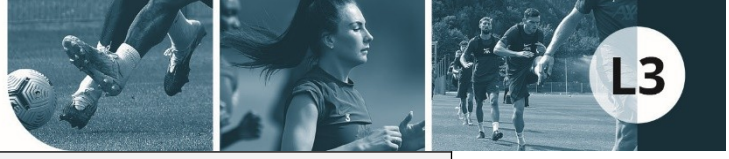
To achieve a ***Distinction*** grade, you will need to develop and **effective and comprehensive** business plan and self-employment strategy **identifying target audiences** and support by market research. To do this you will be required to identify the key principles of each part of the strategy, identifying the positives and negatives of each relating everything back to the feasibility and support your ideas with appropriate supporting sources from books and internet sites.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
B.P3	Assess sources of finance, legal and financial legislation and regulations related to self-employment.
B.P4	Develop a self-employment strategy and business plan
B.M2	Develop a detailed and sound self-employment strategy clearly informed by market research
B.D2	Develop an effective and comprehensive self-employment strategy and business plan showing effective consideration of



	target market.
Checklist of evidence required	Strategy – document

Task 2	You must now ***Present*** the business plan, self-employment business strategy and a feasibility review of the business plan etc. You will deliver the presentation in a structured format using PowerPoint including supporting notes for each slide. Within the presentation you must ***Describe / Explain*** the following: - Discuss business ideas by outlining the basic principles of the plan for the business - Cover Key ideas for a business - Share the key concepts with an audience in a clear and effective manner - Collect feedback on plan and strategy from audience and give your thoughts around the feedback - Review the feasibility of the business plan and strategy, identifying strengths and areas to develop within the plan - Review the personal benefits from following the strategic business plan You will be assessed on your info provided and delivery within the presentation. This will then be assessed on the following criteria: To achieve Pass level you are required to ***Appropriately present*** a business plan, strategy and feasibility review – A basic understanding of the info provided within the presentation and how the business plan would be effective including a review of how feasible the plan is to succeed in a realistic way. To present appropriately you need to present the information in a basic manner with clear communication, identifying key points within the business plan, strategy and feasibility review. To achieve Merit level, you must ***Effectively present*** a business plan, strategy and ***in-depth*** feasibility review – Deliver in a ***clear and concise*** manner covering key aspects in relative details and concluding with a ***detailed review*** of the business' feasibility. This needs to include specific info with relevant detail and opportunities presented in a positive, clear manner. To achieve Distinction level, you must ***Confidently present*** a business plan, strategy and an ***in-depth*** feasibility review. – Delivering in a positive manner, with clear and accurate delivery style. Conveying messages in an ***effective way*** with strong understanding of the info provided supported by a ***detailed feasibility*** review into the realism of the business being successful and potential challenges.
Criteria covered by this task:	



Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
C.P5	Appropriately present a business plan, strategy and feasibility review
C.M3	Effectively present a business plan, strategy and in-depth feasibility review
C.D3	Confidently present a business plan, strategy and an in-depth feasibility review.
Checklist of evidence required	Presentation with accompanying notes Witness Testimony Support Strategy document from T1